

COLUMBIA PRESSBOOK

Cast and Credits

David James Best
Helga Susan Cummings
Bruno Tom Pittman
Capt. Harvey . . Paul Dubov
Franz Harold Daye
Helmuth Dick Kallman
Colonel Stuart Randall

Burgermeister . Steven Geray
Frau Schiller . . Anna Hope
SS Officer . . . Robert Boon
Erich Sasha Harden
Guenther Paul Busch
Sgt. Kellogg . . Neyle Morrow
Infantryman . Joseph Turkel

Written, Produced and Directed by Samuel Fuller; Music Composed by Harry Sukman; (Additional Music Adapted from Wagner and Beethoven); Song "Verboten!": Lyrics by Mack David, Music by Harry Sukman, Sung by Paul Anka (ABC-Paramount Recording Artist); Director of Photography, Joseph Biroc, A.S.C.; Production Manager, Walter Daniels; Art Direction, John Mansbridge; Unit Manager, Ben Chapman; Asst. Director, Gordon McLean; Property Master, Leigh Carson; Costume Designer, Bernice Pontrelli; Wardrobe, Henry West; Technical Advisor, Major Raymond Harvey (1st U. S. Infantry Division U. S. Army); Set Decoration, Glenn L. Daniels; Camera Operator, William Cline; Camera Dolly Operator, Ed Berger; Special Effects, Norman Breedlove; Makeup, Allen Snyder; Hair Stylist, Sue Kirkpatrick; Film Editor, Philip Cahn; Sound Editor, Bert Schoenfeld; Music Editor, Audray Granville; Sound, Jean Speak; A Globe Enterprises Production for RKO-Radio Pictures, Inc. Released by Columbia Pictures.

Story

(Not for Publication) A former U. S. Army sergeant, David weds Helga, a German girl, and remains behind in war-ruined Germany to work for the American Military Government whose efforts are being sabotaged by unreconciled Hitler youth, the Werewolves, led by Bruno, a Nazi. The Werewolves attract Helga's younger brother, Franz, until the Nuremberg trials and Bruno's own viciousness, turn the boy towards his sister and David. He helps David and AMG smash the Werewolves in the town. (Running Time: 94 Minutes)

Accessories



3 Sheet



1 Sheet

- 6 SHEET (Shown above.)
- 3 SHEET • 1 SHEET
- 22 x 28 • INSERT CARD
- 8 11 x 14's • TRAILER
- 40 x 60, 30 x 40 and 24 x 82 SPECIALTY DISPLAYS
- THREE STILL SETS • COMPOSITE MAT
- (20 horizontals, 5 uprights, art set.)

Official Billing

SAMUEL FULLER'S

VERBOTEN!

starring

JAMES BEST • SUSAN CUMMINGS

featuring

TOM PITTMAN

DICK KALLMAN

Written, Produced and Directed by SAMUEL FULLER

A GLOBE ENTERPRISES PRODUCTION for RKO RADIO PICTURES

Released by COLUMBIA PICTURES

40%

100%

40%

40%

35%

15%

15%

15%



VIOLENCE! VERBOTEN! bares the juvenile jungle of war-smashed Germany and the youthful "Werewolf" bands dedicated to terror . . . violence . . . murder! Here's your approach to the millions of today's teenagers who comprise the so-called "beat" generation!

REALISM! VERBOTEN! includes authentic German government films of the last days of World War II, and the early occupation of Germany by the American Military Government. Here's your approach to the armed forces . . . veterans and veterans organizations . . . to the newspapers . . . TV . . . radio!

ROMANCE! VERBOTEN! tells the story of an American soldier and a German girl, of their "verboten" romance during the war and of their marital difficulties afterward! Here's your approach to the nation's war brides . . . their GI husbands . . . and their families!

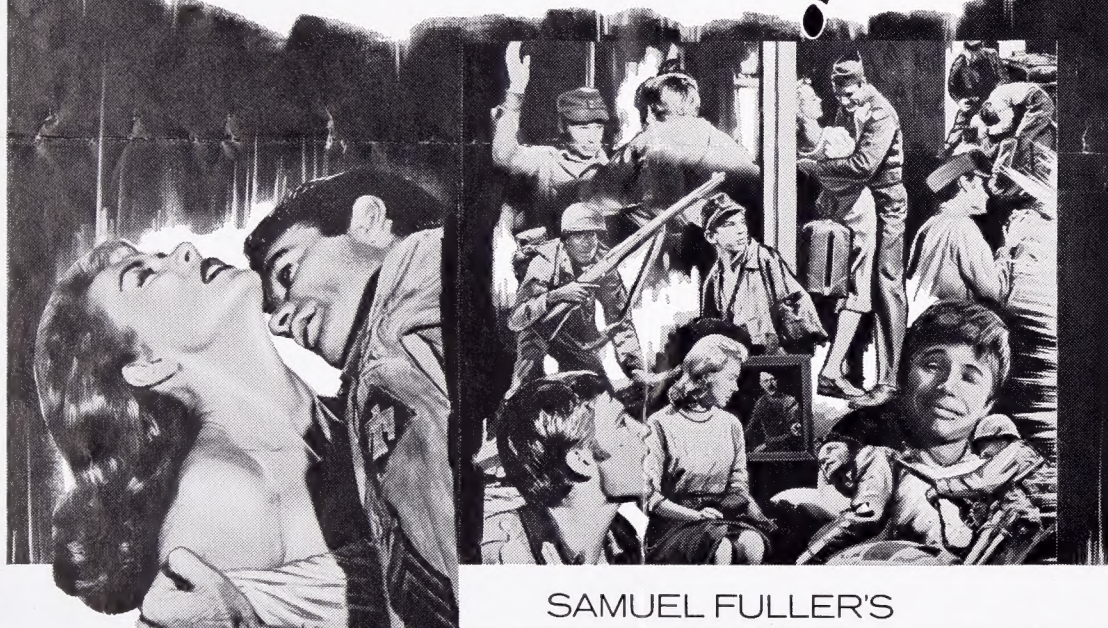
SHOWMANSHIP! VERBOTEN! was made by Samuel Fuller . . . writer-producer-director of such other money pictures as "The Steel Helmet," "Pickup on South Street," "House of Bamboo," "Hell and High Water." It's a picture that pulls no punches . . . and permits a punch-packed campaign!

A MAD GENERATION

**SPAWNED IN LUST...
CONSUMED BY HATE**

where everything decent is

VERBODEN! **...FORBIDDEN!**



SAMUEL FULLER'S

VERBODEN!

starring **JAMES BEST • SUSAN CUMMINGS** featuring **TOM PITTMAN • DICK KALLMAN**

Written, Produced and Directed by SAMUEL FULLER • A GLOBE ENTERPRISES PRODUCTION for RKO RADIO PICTURES • Released by COLUMBIA PICTURES.

T H E A T R E

Ad No. 410—584 Lines

VERBOTEN!

...FORBIDDEN!

THE TRUE EXPOSE OF ANGRY YOUTH!
THE ARROGANT NAZI DREAM REBORN!
THE BLOOD-CRAZED WEREWOLF PACK
TO WHOM LOVE MEANT HATE
AND HATE VICTORY!



SAMUEL FULLER'S
VERBOTEN!

starring **JAMES BEST • SUSAN CUMMINGS** featuring **TOM PITTMAN • DICK KALLMAN**

Written, Produced and Directed by SAMUEL FULLER

A GLOBE ENTERPRISES PRODUCTION FOR RKO RADIO PICTURES • Released by COLUMBIA PICTURES

T H E A T R E

Ad No. 310—336 Lines

Special Mat No. 1

includes the following six ad mats and two publicity scenes:

- Ad No. 111
- Ad No. 112
- Ad No. 113
- Ad No. 114
- Ad No. 210
- Ad No. 211
- Publicity 1-B
- Publicity 2-A

“Just
Give
Birth
To
Our
Child

AND I
DON'T
CARE
WHAT
HAPPENS
TO YOU!”



VERBOTEN!

...FORBIDDEN!

SAMUEL FULLER'S

VERBOTEN!

starring **JAMES BEST • SUSAN CUMMINGS**

featuring **TOM PITTMAN • DICK KALLMAN**

Written, Produced and Directed by SAMUEL FULLER

A GLOBE ENTERPRISES PRODUCTION FOR RKO RADIO PICTURES

Released by COLUMBIA PICTURES

T H E A T R E

Ad No. 212—218 Lines



Ad No. 210—56 Lines

He Came
Back After
The War
To Claim His
Forbidden
Prize!

VERBOTEN!
...FORBIDDEN!



SAMUEL FULLER'S
VERBOTEN!

starring JAMES BEST
SUSAN CUMMINGS
featuring TOM PITTMAN
DICK KALLMAN

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A GLOBE ENTERPRISES PRODUCTION
FOR RKO RADIO PICTURES

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T H E A T R E

Ad No. 112—99 Lines

THE PRIZE OF WAR

Was
Forbidden
Fruit!



SAMUEL FULLER'S
VERBOTEN!

starring JAMES BEST
SUSAN CUMMINGS
featuring TOM PITTMAN
DICK KALLMAN

Written, Produced and Directed by SAMUEL FULLER
A GLOBE ENTERPRISES PRODUCTION FOR R.K.O. RADIO PICTURES
Released by COLUMBIA PICTURES

T H E A T R E

Ad No. 114—90 Lines

SHE PRETENDED TO LOVE...

But when she really loved--
She found love
was life itself!

VERBOTEN!
...FORBIDDEN!

SEE!

THE NAZI WEREWOLVES
SPAWNED IN THE BACKWASH
OF WAR—TAUGHT TO HATE...
DESTROY AND KILL



SAMUEL FULLER'S
VERBOTEN!

starring JAMES BEST • SUSAN CUMMINGS
featuring TOM PITTMAN • DICK KALLMAN

Written, Produced and Directed by SAMUEL FULLER
A GLOBE ENTERPRISES PRODUCTION FOR RKO RADIO PICTURES
Released by COLUMBIA PICTURES

T H E A T R E

Ad No. 312—273 Lines



Ad No. 111—28 Lines

VERBOTEN!
...FORBIDDEN!

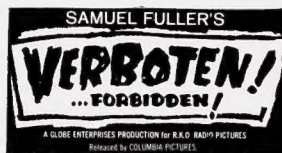


SAMUEL FULLER'S
VERBOTEN!

starring JAMES BEST • SUSAN CUMMINGS
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Written, Produced and Directed by SAMUEL FULLER
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T H E A T R E

Ad No. 113—52 Lines



Ad No. 110—14 Lines

IT WAS NOT ALL QUIET

ON THE
GERMAN
FRONT
WHEN
THIS G I
MARRIED
HIS
GERMAN
PRIZE
OF WAR!

VERBOTEN!
...FORBIDDEN!

SAMUEL FULLER'S
VERBOTEN!

starring JAMES BEST • SUSAN CUMMINGS
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T H E A T R E

Ad No. 211—138 Lines

SEE!
THE DEFIANCE OF A BEATEN
GENERATION, LESS THE VICTIMS OF
THEIR CONQUERORS THAN ARROGANT
HEIRS TO THE ATROCITIES OF THEIR
BRUTAL NAZI MASTERS....

SEE!
THE WILD AND UNCONTROLLED YOUTH
WHOSE LOVE AND FORBIDDEN LIVES WERE
BOUGHT AND SOLD FOR SILK STOCKINGS
AND CIGARETTES.

SEE!
THE ROVING PACKS OF BLOOD-LUSTING
WEREWOLVES, THEIR WAY OF LIFE TO
DESTROY AND KILL SO THAT THEY
CAN RELIVE THE POWER AND
MIGHT OF A FADED EMPIRE.

**IT'S TRUE!
IT'S SHOCKING!**

HERE IS THE WHOLE ROTTEN AFTERMATH OF WAR
FACED BY THE AMERICAN MILITARY GOVERNMENT
IN BRINGING ORDER AND RESPECT OUT OF
CHAOS AND HORROR!

VERBOTEN!
...FORBIDDEN!

SAMUEL FULLER'S
VERBOTEN!

starring **JAMES BEST • SUSAN CUMMINGS** featuring **TOM PITTMAN • DICK KALLMAN**

Written, Produced and Directed by SAMUEL FULLER • A GLOBE ENTERPRISES PRODUCTION FOR RKO RADIO PICTURES • Released by COLUMBIA PICTURES

THEATRE

Ad No. 311—393 Lines

VERBOTEN!
...FORBIDDEN!

When a
GI and
a Nazi
make
love
all hell
breaks
loose!

SAMUEL FULLER'S
VERBOTEN!

starring **JAMES BEST • SUSAN CUMMINGS**
featuring **TOM PITTMAN • DICK KALLMAN**

Written, Produced and Directed by SAMUEL FULLER
A GLOBE ENTERPRISES PRODUCTION FOR RKO RADIO PICTURES
Released by COLUMBIA PICTURES

T H E A T R E

Ad No. 313—441 Lines



(Mat 2-A) An American GI (James Best) falls in love with a German girl (Susan Cummings) in "Verboten!", a Globe Enterprises production for RKO Radio Pictures which is being released by Columbia Pictures.

(Review)

The most thrill-packed real-life story to come out of World War II has reached the screens of the nation, and if the reaction of the audience at the Theatre, where "Verboten!" opened last night, is any indication, this picture is headed for the very tops in popularity.

"Verboten!" is a story based on actual history, in its re-enactment of the bands of youthful "Werewolves" who roamed Germany right after the close of World War II, sworn to kill every foreigner, particularly Americans, even at the cost of their own lives. Our own authorities have gone on official record that the "Werewolves" represented far more of a menace to the Occupation Forces than even the most highly trained soldiers, since the young suicide groups were absolutely fearless and were bound by no rules of law or order.

In "Verboten!" James Best is seen as a young GI who falls in love with and marries Susan Cummings, a young German girl. How the strange romance of these two young people is worked out against a background of plot and counter-plot makes a truly thrilling motion picture, particularly in its use of many thousands of feet of absolutely authentic captured German Government films. Other important roles in the picture are portrayed by Tom Pittman as a terror-inciting "Werewolf" leader and Dick Kallman as one of his less vicious followers.

"Verboten!" was produced, directed and written by Samuel Fuller. It is a Globe Enterprises production for RKO Radio Pictures which is being released by Columbia Pictures.

(Authentic)

These days, when you see it on a movie screen, it's true to life!

As example, take "Verboten!" at the Theatre, with a cast headed by James Best and Susan Cummings.

"Verboten!" is the first film story to present the activities of the "Werewolf" packs of post-World War II Germany, those fanatical young murderers whose aim was to kill all foreigners. In bringing "Verboten!" to the screen, writer-producer-director Samuel Fuller, himself an ex-combat infantryman, has incorporated into the film captured German Government films.

Also, Fuller arranged with the United States Army for Congressional Medal of Honor winner Major Raymond Harvey to act as his technical advisor on the picture. Major Harvey lived and fought through the very days and the very locations described in "Verboten!"

The picture is a Globe Enterprises production for RKO Radio Pictures, released by Columbia Pictures.

(Samuel Fuller)

Whenever Samuel Fuller makes a motion picture, it's more than an odds-on choice to be one of the outstanding films of the year. That's why there's so much interest in the news that Fuller's latest, "Verboten!" which he wrote, produced and directed, will open next at the Theatre.

Fuller, a World War II combat hero with the famed First Infantry Division, is a specialist on real-life action which instantly conveys the ring of truth. The titles of his past film hits confirm this: "Run of the Arrow," "China Gate," "Fixed Bayonets," "Forty Guns," "Pickup on South Street," "I Shot Jesse James" and the fabulously successful "The Steel Helmet."

Fuller started as a writer in Hollywood following a successful career as a New York newspaperman covering crime and action stories. In "Verboten!" Fuller has brought to the screen the first re-enactment of the thrill-packed story of the famous—and infamous—"Werewolves" of post-World War II Germany, those fanatical bands of young killers who set out to murder all foreigners, particularly all Americans, even if this meant their own deaths. Incorporated in the tense dramatic action of the film are many thousands of feet of official German Army films showing actual Nazi activities.

The picture stars James Best and Susan Cummings, and features Tom Pittman and Dick Kallman.

(‘Verboten!’ Truth)

The day of truthfully descriptive movie titles has arrived. No more do we see marquees decorated with long, florid titles which don't mean a thing.

Latest in this realistic cycle is the new thriller, "Verboten!", at the Theatre, with a cast headed by James Best and Susan Cummings. "Verboten!" is a German word which literally means "forbidden," and no more perfect title could have been devised for this story of the "forbidden" love affair between an American GI and a German girl immediately following the close of World War II.

The realism in "Verboten!" is by no means confined to the title of the picture. Samuel Fuller, who wrote the script and then produced and directed the film, is himself an ex-GI who knew exactly what he was talking about when he described the relationship between American GIs and enemy countries. And in furtherance of his insistence on absolute authenticity, Fuller has incorporated into "Verboten!" many thousand feet of actual, official German Government films which show the activities—illegal and therefore "Verboten!"—of the real-life young "Werewolf" killers.

(General Advance)

With all the conversation and newspaper editorials about the so-called "Lost Generation" of today, many people have lost sight of the fact that this situation is not purely American, but exists all over the world. Proof of this comes in the new motion picture, "Verboten!" which opens next at the Theatre, and which brings moviegoers a first-hand account of the young "Werewolf" packs of post-war Germany, whose sole aim in life was to kill as many foreigners as possible, particularly Americans, even at the cost of their own lives.

The facts presented in "Verboten!" would be sensational enough if they were merely fiction, with audiences guaranteed to sit on the edge of their seats during its presentation. However, enormous additional excitement is assured since everything in "Verboten!" is absolutely authentic history, using many thousands of feet of captured official German Army films.

In "Verboten!" which stars James Best and Susan Cummings and features Tom Pittman and Dick Kallman, we see proof that our own so-called "juvenile delinquents" are kindergarten kids by comparison with the young monsters of other lands like the "Werewolves," teen-agers of post-war Germany turned into vicious killers banded into suicide squads. Here, for the first time, the full thrill-packed story of these "Werewolves" has been brought to the screen, in all its unforgettable excitement.

"Verboten!" which was written, produced and directed by Samuel Fuller, himself a combat veteran of the famed First Infantry Division, is a Globe Enterprises production for RKO Radio Pictures, released by Columbia Pictures.

(Advance Notice)

The most gripping action story to come out of post-World War II Europe—the true-to-life tale of the feared "Werewolf" packs of teen-aged killers sworn to wipe out all foreigners even at the cost of their own lives—comes to the screen of the Theatre next when "Verboten!" opens. To guarantee complete authenticity of all scenes, writer-producer-director Samuel Fuller has included actual captured German films never before shown, which detail the full dangers in which our occupying forces lived every second of the time in Germany.

Heading the cast of "Verboten!" are James Best and Susan Cummings, with supporting roles portrayed by Tom Pittman and Dick Kallman. "Verboten!" is a Globe Enterprises production for RKO Radio Pictures, released by Columbia Pictures.



(Mat 1-B) James Best and Susan Cummings star in "Verboten!", a drama of post-war Germany, which is being released by Columbia Pictures.

THE TITLE

A German word used as a picture title, "Verboten!" ("Forbidden!") is unusual and should attract attention wherever publicized and exploited.

- Have a disc jockey offer guest tickets for the longest lists of German words that gained common usage during World War II: Gestapo, Sieg Heil!, Achtung!, Blitzkrieg, Fuehrer, etc.
- DeeJay contest to name other movie titles of one foreign word: "Blitzkrieg," "Fiesta," "Toverich," "Rififi," etc.
- Have a poster lettered in the German language for a lobby spot.
- Stencil the title wherever permitted.
- Adapt warning signs: " 'Verboten!' Keep Off the Grass!" Add credits.
- Editorial comment in newspaper on the freedoms in America compared to the "Verboten" in other countries.

GERMANY

- Post a large map of Germany, with a red flash around the Bavaria section and have ribbons leading to scene stills.
- Exhibit souvenirs of the war, swastika flags, iron crosses, helmets and other German war equipment.
- Cut out a large cardboard swastika for a lobby display of stills.
- If there are any former German soldiers in town, have them interviewed on radio /TV.

DRIVE-IN'S

- Road signs: " 'Verboten!' Do Not Speed!" " 'Verboten!' No 'U' Turn! Keep Straight for 'Verboten!' State Drive-In!"
- Play phonograph recording of "Verboten!" on p.a. system preceding announcements of concession delicacies: "Achtung! Achtung! Comen Ze Getten Der Hotten Doggers! Das Frozen Shticker Icer Cream!" etc.
- Demonstrate walkie-talkie from one side of drive-in to the other.

WAR BRIDES

The romance and marriage of an American GI and a German girl in the picture is one of many that occurred at the end of the war. Work this angle in your promotion by inviting all German war brides as guests to a show, interviewing GIs and their German brides on a radio/TV program, and with a photo contest to find prettiest German war bride.

GET THE 45th

Honor the Army in your promotion, with special attention to the 45th Division whose shoulder patch James Best wears in the film.

- Honor ending of the war in Europe, May 7, 1945, if your playdate coincides.
- Interview ex-GIs who were in Germany at end of war.
- Set up Army recruiting office in lobby.
- Exhibit Army equipment, photos of action in Germany, etc.
- Army personnel demonstrates Manual of Arms, have color guard at opening night.
- Have local residents loan shoulder patches of their outfits for foyer exhibit.
- Guest-admit local vets of the 45th Division and go after radio/TV/newspaper interviews.

THE SONG

- A picture-selling music sheet of the song has been published by Leo Feist, Inc., and can be used in your music campaign. Contact music shops and arrange for prominent window and counter displays.
- A Paul Anka recording of the title song, "Verboten!", produced on the ABC Paramount label, should be available in the record files of disc jockeys. Go after plays on your local stations and plug it over store and theatre p.a. systems. Run a notice in your newspaper offering guest tickets to the first five persons bringing copies of the disc to the boxoffice.



Radio/TV!

TV TRAILERS: Order direct from Exploitation Department, Columbia Pictures Corp., 711 Fifth Ave., N. Y. 22, N. Y.

TRANSCRIPTION: Prepared open end spot announcements are available on a single disc. Order through your Columbia exchange. Transcription will be shipped direct from New York.

15-SECOND SPOT: "Verboten!" The story of a mad generation . . . where everything decent is "Verboten!" Forbidden! It's true! It's shocking! See "Verboten!" State Theatre, now!

**Scanned from the collections of the
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Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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